

Current Noticing Practices for Private Development Projects
CDD, City of Sunnyvale

	Private Development Permit Examples and Process	Legal Notice Requirements	Additional Noticing Done for Each Private Development Permit	Noticing Done On a Case-By-Case Basis
Single Family Design reviews	<ul style="list-style-type: none">• New homes• New second story additions• Large first story additions <u>Process:</u> Staff level review	Prior to any action being taken on an application that involves a two-story component, notice must be given to adjacent property owners, stating that the application is available for review and comment for 14 days following the date of the notice.	None	
Miscellaneous Plan Permits	<ul style="list-style-type: none">• Residential sheds• Commercial signs• Landscaping plans• Parking lot modifications <u>Process:</u> Staff level review	Director of Community Development may take an action without public notice or hearing except in certain limited instances.	None	
Minor permits - Use Permits, Variances, Special Development Permits (These are public hearing projects which are exempt from environmental review)	<ul style="list-style-type: none">• New restaurants in existing shopping centers• Variances from setback requirements• Small additions to churches• Detached granny units <u>Process:</u> These permits require an Administrative Hearing. Appeals are heard by the Planning Commission	<ul style="list-style-type: none">• Posting the notice of hearing at least 10 days before the hearing at a conspicuous location on each frontage of the property• Posting on the public notice bulletin board in City Hall• Mailing the notice of hearing to the owner and applicant• Mailing the notice of hearing to owners of adjacent properties• Publishing the notice at least once in a newspaper of general circulation in the city (Sunnyvale Sun)	<ul style="list-style-type: none">• Website posting of agendas and staff reports• Copies of agendas and staff reports at the Library• Mail notices to tenants of adjacent properties• SunDial• Public Hearing notices sent to Neighborhood Association officers	<ul style="list-style-type: none">• Increased posting of site and vicinity• Mail notices to an expanded area

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CDD, City of Sunnyvale

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Major permits – Use Permits, Special Development Permits, Tentative Maps (These are public hearing projects which require environmental review)	<ul style="list-style-type: none">• New residential subdivisions• New commercial or industrial buildings• Major additions or reconstructions to churches• Additions of schools or large daycare centers <p><u>Process:</u> These permits must be heard at a Planning Commission Hearing. Appeals are heard by the City Council</p>	<ul style="list-style-type: none">• Posting the notice of hearing at least 21 days before the hearing at a conspicuous location on each frontage of the property• Posting on the public notice bulletin board in City Hall• Mailing the notice of hearing to the owner and applicant• Mailing the notice of hearing to owners of all property within 300 feet of the property under consideration• Publishing the notice at least once in a newspaper of general circulation in the city	<ul style="list-style-type: none">• Website• SunDial• Copies of agendas and staff reports at the Library• Mail notices to tenants of properties within 300 ft.• Study sessions with Planning Commission• Public Hearing Notices sent to Neighborhood Association Officers	<ul style="list-style-type: none">• Increased posting of site and vicinity• Mail notices to an expanded area• Arrange a community meeting
Large-Scale Policy Projects	<ul style="list-style-type: none">• Downtown Development Plan• Moffett Park Specific Plan• Single Family Home Regulations <p><u>Process:</u> All policy decisions are heard by the Planning Commission. Their recommendation is forwarded to the City Council for final decisions.</p>	The code is silent regarding noticing for large-scale policy projects.	<ul style="list-style-type: none">• Informational mailings/emailings to interested community members and associations• Community outreach meetings• Copies of notices, agendas and reports to neighborhood groups, and other organizations• Study sessions with Planning Commission	<ul style="list-style-type: none">• KSUN posting• City Council announcement• Article in the Quarterly Report• Article in the Sunnyvale Business Page newsletter• Article in the Chamber of Commerce newsletter• Increased posting of site and vicinity• Presentations at community group meetings• Article in the Mercury News Guide section

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			<ul style="list-style-type: none">• Article in the Quarterly Report• Listing on the Website• SunDial• Copies of agendas and staff reports at the Library	
Appeal of an action to the Heritage Commission, Planning Commission or City Council		<ul style="list-style-type: none">• Minor permits – Mailing the notice to the owner of the subject property, appellant, adjacent properties• Major permits – Mailing the notice to the owner of the subject property, appellant, all property owners within 300 feet of the property under consideration		
Individual demolition permits (which are issued separately and unconnected to any other type of discretionary permit)	<ul style="list-style-type: none">• Demolition of residential structures in single-family neighborhoods	<ul style="list-style-type: none">• Mailing the notice to all occupants and owners of adjacent properties		



City of Sunnyvale

Memorandum

To: Members of the Outreach Task Force

From: Diana O'Dell, Associate Planner

Date: May 8, 2003

Re: Cost Impacts of Task Force Recommendations

The purpose of this memo is to inform task force members about the cost of the proposed recommendations. At our last task force meeting on April 24, 2003, the committee made a recommendation for the following changes to noticing procedures:

1. For all single-story major remodels (an addition of 50% square footage or greater), notice should be given to adjacent homeowners.
2. For all second-story additions, notice should be given to surrounding owners and single-family and duplex tenants up to three properties away (adjacent to adjacent to adjacent).

After reviewing the staff time and materials cost, Planning staff determined the following:

- Cost/notice is \$2.16.
- Adjacent noticing typically includes 8 homes.
- Noticing 3 homes away typically includes 48 properties (see attached map). On average, at least 15% of homes are renter-occupied, which adds an additional 7 notices, for a total of 55 notices.
- Last fiscal year indicates that the Planning Division received applications for 7 single-story major remodels and 60 second-story additions.

	Estimated Yearly Cost for Single- Story Noticing	Estimated Yearly Cost for Second- Story Noticing	Estimated Total Cost Per Year
Current Practice	\$0	\$1,036.80	\$1,036.80
With Task Force Recommendation	\$120.96	\$7,128.00	\$7,248.96

These costs are just for the staff time to create mailing lists, type the notice and mail the letter. They do not include the additional time that a planner would spend meeting with neighbors to go over the proposed application.

For this cost estimate, we have assumed:

- \$55/hour rate for an Associate Planner (this includes total cost to the City, including benefits)
- 10% of the notified residents calling the City and wanting additional information.

- Each request for information taking an average of 15 minutes.

	Cost of Planning Staff Time		
	Major Single Story Applications	Second Story Applications	Total Cost
Current Practice	\$0	\$825.00	\$825.00
With Task Force Recommendation	\$96.25	\$4,950.00	\$5,046.25

The total cost of the task force recommendation is an additional \$6,212 in notice cost and \$4,221 in planner time, for a total of **\$10,433/year**. This money can be allocated by City Council from another program or can be recovered through additional planning fees to homeowner's who are proposing these additions. Currently the Design Review process is free of charge.

CC: Robert Paternoster, Director of Community Development
Trudi Ryan, Planning Officer



Public Noticing Evaluation Criteria
For Private Development and Public Projects

To be included in the City's Administrative Policy

Public noticing is a formal announcement to the public regarding a private development or public project. The purpose of public noticing is to make community members aware of the project and provide an opportunity for community members to give feedback.

In addition to legal requirements and standard outreach/public noticing practices, staff should evaluate the following criteria on a project-by-project basis to determine the appropriate level of noticing:

Project Description	<ul style="list-style-type: none"> • What is the nature of the project? • Where will the project take place? • How large is the project? • How long will the project take?
Affected Community Members	<ul style="list-style-type: none"> • Will community members be adversely affected by the project? • How many will be affected? • To what extent will they be affected?
Additional Considerations	<ul style="list-style-type: none"> • Will the project affect some community members, neighborhoods or groups more than others? • Will the project likely be perceived as controversial? • Will broad-based community support be needed to go forward with the project? • Which community members or groups would want to be notified about the project?
Cost/Benefit Analysis	<ul style="list-style-type: none"> • Approximately how much will additional outreach/public noticing cost? • What will be the benefits? • Will the City gain value through the additional input?

Current Noticing Practices for Public Projects
DPW, City of Sunnyvale

	Legal Notice Requirements	Current Public Noticing Practices
Sidewalk maintenance and reconstruction	None	<ul style="list-style-type: none"> • Initial sidewalk maintenance notice delivered by hand to affected residents • Sidewalk reconstruction notice delivered by hand to affected residents immediately prior to maintenance
Street Tree Inspection and Service	None	<ul style="list-style-type: none"> • Door tags notifying affected residents of tree inspection and service
Minor street improvements (example: street resurfacing, sweeping)	None	<ul style="list-style-type: none"> • Notification of street improvement delivered by hand to affected residents • “No Parking” Notice posted on affected street prior to street resurfacing • Street maintenance schedules and general information on City website • Street maintenance schedules and general information on KSUN • Notices for street sweeping left on car windshields • Quarterly Report articles • Utility bill stuffers

Current Noticing Practices for Public Projects
DPW, City of Sunnyvale

	Legal Notice Requirements	Level I Noticing Practices	Level II Noticing Practices
Major Public Improvements (example: Evelyn Ave. Bike Lanes Project, Mathilda Overpass Renovation)	<p>When applicable, the City must follow the California Environmental Quality Act (CEQA) requirements for public projects.</p> <p>(CEQA) requirements vary greatly according to the specific project. However, noticing requirements could include at least one of the following: direct mailing to contiguous properties, publication in a newspaper of general circulation, and posting of a notice on and off site in the area where the project will be located.</p> <p>Public hearings are not required under CEQA. The City may be required to file notices of determination or of approval with the county clerk on the environmental impact of the project.</p> <p>Noticing requirements under the Brown Act applies to all projects that go before the City Council,</p>	<ul style="list-style-type: none"> • Community outreach meetings to gather public input. • Direct mailing to affected residents. Depending on the project, properties contiguous to the project may be noticed, or properties within 300 feet of the project or larger areas potentially affected may be notified (this number is based on the Title 19 Planning department requirement for major permit projects. It is not a legal requirement for Public Works projects). • Mailings to interested residents • Notification of appropriate Boards and Commissions. 	<ul style="list-style-type: none"> • Press releases • City website posting • Quarterly Report article • Attending neighborhood meetings • KSUN • Neighborhood association mailings • Articles in neighborhood Association newsletters

Current Noticing Practices for Public Projects
DPW, City of Sunnyvale

	Legal Notice Requirements	Level I Noticing Practices	Level II Noticing Practices
	<p>or B/C for action. Traffic Improvements related to a land use permit or planning study are noticed using the Land Use permit regulations, which vary depending on the action</p> <p>Temporary and permanent street closures must use noticing regulations in the Streets and Highways code.</p>		

Procedures for Reports to Council Postings
City of Sunnyvale

	Definition and Example	Legal Notice Requirements for Reports to Council	Current Noticing Practices for Reports to Council
Reports to Council (RTC)	<p>A Report to Council (RTC) is the method by which City staff presents information and makes recommendations to City Council about particular issues.</p> <p>For example, Report to Council #02-455, titled, “Explore Options to Improve Community Communications and Outreach,” assesses the City’s existing communications and outreach practices. It also recommends to the City Council that staff should “review, update or develop, and implement City-wide outreach guidelines” – the impetus for this outreach task force.</p>	None	<ul style="list-style-type: none"> • All RTCs are posted on Fridays at 5:00 p.m. in the City Clerk’s office and available to the public at the Library the following morning. • All RTCs are posted on the City’s external website on Fridays before the Council meeting at 5:00 p.m.

For further information on the format and procedures regarding Reports to Council, see Administrative Policy Chapter II, Article II, Report to Council Format and Content.

Procedures for Noticing City Council Meetings and Board and Commission Meetings**City of Sunnyvale**

	Definition and/or Example	Legal Notice Requirements	Current Noticing Practices for City Council Meetings and Board and Commission Meetings
City Council Meetings	<ul style="list-style-type: none"> Regular City Council meetings are held most Tuesday evenings at 7:30 p.m. in Council Chambers. Special Council meetings are held on an as needed basis for a specific issue. 	<ul style="list-style-type: none"> Agendas for regular City Council meetings must be posted at City Hall within 72 hours of the meeting (per the Brown Act). Agendas for Special Council meetings must be posted at City Hall within 24 hours of the meeting (per the Brown Act). Notice of Special Council meetings must be delivered to each Councilmember and provided to local newspaper/TV/radio upon request. The public hearing portion of the agenda must be published in the local newspaper. 	<ul style="list-style-type: none"> Regular City Council meeting agendas are posted on the City's external website on Fridays at 5:00 p.m. before the Council meeting, and at the City Hall kiosk, the bulletin board outside Council Chambers' lobby, Library, Public Safety Bulletin Board, and at the City Clerk's office. Regular City Council meeting agendas are posted on Channel 18 KSUN on Fridays before the Council meeting. Special Council meeting agendas are posted on the City's external website within 24 hours of the meeting, and at the City Hall kiosk, the bulletin board outside Council Chambers' lobby, Library, Public Safety bulletin board, and at the City Clerk's office. Special Council meeting agendas are delivered by email to City Councilmembers and made available to newspaper/TV/radio upon request (very rarely requested). All City Council meetings are posted on the City's online Council Meeting Calendar and on the online Community Calendar. The City Clerk's office publishes the public hearing portion of the agenda in the SJ Mercury News on Mondays before the Council meeting.

Procedures for Noticing City Council Meetings and Board and Commission Meetings**City of Sunnyvale**

	Definition and/or Example	Legal Notice Requirements	Current Noticing Practices for City Council Meetings and Board and Commission Meetings
Board and Commission Meetings	<p>Boards and Commissions are composed of community members who provide input to City Council on issues that are relevant to their boards. Boards and Commissions meet monthly, bi-monthly, or quarterly. Boards and Commissions include:</p> <ul style="list-style-type: none"> • Advisory Council to the Council on Aging • Arts Commission • Bicycle and Pedestrian Advisory Committee • Board of Building Code Appeals • Board of Library Trustees • Child Care Advisory Board • Heritage Preservation Commission • Housing and Human Services Commission • Parks and Recreation Commission • Personnel Board • Planning Commission 	<ul style="list-style-type: none"> • Agendas for Board and Commission meetings must be posted within 72 hours of the meeting (per the Brown Act). 	<ul style="list-style-type: none"> • Board and Commission meeting agendas are posted on the City's external website and at the bulletin board outside Council Chambers' lobby. • All Board and Commission meetings are posted on the City's online Community Calendar.

Procedures for Noticing City-Sponsored Community Outreach Meetings
City of Sunnyvale

	Definition and/or Example	Legal Notice Requirements	Current Noticing Practices for City-Sponsored Community Outreach Meetings
Department-sponsored Community Outreach Meetings	<ul style="list-style-type: none"> Department-sponsored community outreach meetings are hosted by individual City departments on particular City issues (For example: the impact of downtown construction on neighboring residents). 	<ul style="list-style-type: none"> Notice of a City Council Outreach meeting must be posted within 72 hours of the meeting (per the Brown Act). 	<ul style="list-style-type: none"> Notice of the meeting is posted on the City's online Community Calendar, at the City Hall kiosk, the bulletin board outside Council Chambers' lobby, Library, Public Safety Bulletin Board, and at the City Clerk's office. News release Announcement at a City Council meeting Meeting flyer distributed to Board and Commission members, Neighborhood Associations, and the Neighborhood and Community Services Mailing List Flyer distributed to the Columbia Neighborhood Center, Senior Center, Community Center, City Hall, and Chamber of Commerce Posting on Channel 18 KSUN Banner ad on the City's website homepage Ad in the <i>Sunnyvale Sun/SJ Mercury News Guide</i> Section Announcement at appropriate Board or Commission meeting Flyer mailed to geographically appropriate residents as appropriate
City Council Outreach to the Community/Associations Meetings	<ul style="list-style-type: none"> City Council Outreach to the Community Meetings are hosted by Council members to educate the 	<ul style="list-style-type: none"> Notice of a City Council Outreach meeting must be posted within 72 hours of the meeting 	<ul style="list-style-type: none"> Notice of the meeting is posted on the City's online Community Calendar, at the City Hall kiosk, the bulletin board outside Council Chambers' lobby, Library, Public Safety Bulletin Board,

Procedures for Noticing City-Sponsored Community Outreach Meetings
City of Sunnyvale

	Definition and/or Example	Legal Notice Requirements	Current Noticing Practices for City-Sponsored Community Outreach Meetings
	<p>community about City issues. They are held at neighborhood locations (such as schools and parks) and cover such topics as the current budget crisis and the Mathilda Overpass Renovation.</p> <ul style="list-style-type: none"> • City Council Outreach to Associations Meetings are hosted by community groups where Council members are invited to attend the community group meeting. • No direction is given or action taken by Council at these meetings. 	(per the Brown Act).	<p>and at the City Clerk's office.</p> <ul style="list-style-type: none"> • News release • Announcement at a City Council meeting • Meeting flyer distributed to Board and Commission members, Neighborhood Associations, and the Neighborhood and Community Services Mailing List • Flyer distributed to the Columbia Neighborhood Center, Senior Center, Community Center, City Hall, and Chamber of Commerce • Posting on Channel 18 KSUN • Banner ad on the City's website homepage • Ad in the <i>Sunnyvale Sun/SJ Mercury News Guide</i> Section • Announcement at appropriate Board or Commission meeting • Flyer mailed to geographically appropriate residents as appropriate



Task Force Recommendations for City-Sponsored Community Outreach Meetings

To be included in the City's Administrative Policy

City staff are encouraged to develop a community outreach plan for City-sponsored community outreach meetings. The plan should ensure that community outreach meetings are accessible to all interested community members, in a timely way, within budgeted resources.

The Neighborhood and Community Services Division (NCS) is responsible for coordinating and facilitating City-sponsored community meetings involving City Council. NCS is also available for advice on planning, facilitating, or coordinating the outreach for Department-sponsored community outreach meetings.

Suggested Community Outreach Plan

Meeting Description

What is the purpose of the meeting? What topic(s) will be discussed?

Note: If the meeting purpose includes gathering community input, timing of the meeting will be important. The meeting dates should provide sufficient time for community member input to decision-makers before a decision is made.

Audience

Who is your targeted audience for the meeting? All Sunnyvale residents or residents from a particular area? Approximately how many residents may be affected by the issue(s)?

Additional Considerations

Will the meeting topic be perceived as controversial? To what extent may residents be affected by the meeting topic? Will broad-based community support be needed to move forward with the issue discussed at the meeting? Which community members or groups would want to be notified about a community outreach meeting? How will non-English speaking community members be reached?

Cost/Benefit Analysis

Approximately how much will outreach cost? What will be the benefits? Are outreach costs budgeted?

Outreach Tools

Which outreach tools will best reach the target audience? *Note: See City of Sunnyvale Outreach Tools (Attachment L) for possible options.*



Task Force Recommendations for Special Mailing List Use

Recommendation VII.A: *Post a comprehensive list of all of the City's special mailing lists on "Jasmine."*

A comprehensive inventory of mailing lists on "Jasmine" will help to prevent the duplication of lists and enable more efficient list management. The development of such an inventory could be completed within a few weeks. This mailing list inventory would contain 1) a descriptive name for the mailing list, and 2) the division or department that is responsible for maintaining and updating the list as well as their contact information.

Recommendation VII.B: *Explore the development of a consolidated database for all of the City's special mailing lists.*

A consolidated database will serve as a central location for special mailing list information. With all community member contact information consolidated into one central dataset, inaccurate and duplicative community member information will be reduced.

Recommendation VII.C: *Until a consolidated database is available, implement the following guidelines for special mailing lists:*

- i. Mailing lists should be descriptively named and maintained in a standard City format (tbd);
- ii. Each special mailing list should have one City department or division that manages the list and that is responsible for maintaining and updating it;
- iii. Staff who plan to use a special mailing list should always contact the division or department that manages the mailing list to ensure that the information is accurate and up-to-date;
- iv. The division or department that manages the special mailing list should always be "copied" on any mailing to the members of the list so that they are aware of what information the members receive;
- v. When a mailing or email is sent out, the envelope, flyer, or email should include the following language: "If you would like to be removed from [name of special mailing list], please call [insert phone number] or email [insert email address];"
- vi. All special mailing lists are confidential and may only be used for transmitting City information;

- vii. Special interest mailing lists may be shared with members of City staff for City business. Such lists may never be shared externally;
- viii. The division or department that manages the special mailing list should keep a record of the date and content of all mailings;
- ix. When sending email, members of the email list should be placed in the “blind carbon copy” box to ensure privacy.
- x. To conserve City resources, when community members request to be placed on a mailing list, City staff should collect email addresses whenever possible with the community members’ their permission. To the extent possible, email noticing should be utilized as a cost-effective means to keep community members informed about City activities and issues.



Task Force Recommendations for City Services Outreach

To be included in the City's Administrative Policy

City Services Outreach Guidelines apply only to those services that community members can choose to access at their own discretion.

Sunnyvale Services Outreach Plans

City staff are encouraged to utilize a service outreach plan (see sample below) to ensure that City services are accessible to all interested community members within budgeted resources.

Role of Communications Division

To ensure consistent style, appearance and quality (not to reduce creativity or distinctiveness), services outreach materials (flyers, news release, paid advertising) should be consistent with the standards developed and disseminated by the Communication's Office (to be developed by the end of the 2003 calendar year).

Posting of City Services

Services should be posted on the City's external website. Each posting should include a brief description of the service as well as the contact information (phone number and e-mail address).

Informational materials from outside organizations

Informational brochures and handouts developed by outside organizations and distributed by the City to the community about a City service, must contain the contact information of the City office providing the service.

Sample Services Outreach Plan

Service Description

- What is the service?
- What need does it address?

Audience/Stakeholders

- Who is the target audience(s)?
- What are the ages, interests, needs etc. of the target audience(s)?
- Who are the stakeholders – community members who have a special interest in the service, such as homeowners or renters?

Outreach Tools

- How will the community know that the City offers this service?
- Which community outreach tools will you use to reach your target audience?

Note: See *City of Sunnyvale Outreach Tools* (Attachment L) for possible options.

- What will the frequency and distribution be?
- How will non English speaking community members be reached?

Cost/Benefit Analysis

- Are outreach costs included in the approved program budget?
- How much will outreach cost?
- What will be the benefits?

Alignment

Are the community outreach tools you plan to use in alignment with disseminated City-wide communications guidelines?



Outreach Task Force Recommendations for City Events Outreach

To be included in the City's Administrative Policy

Sunnyvale Events Outreach Plans

City staff are encouraged to utilize events outreach plans (see sample below) as a tool to ensure that interested community members are informed about City events within budgeted resources.

Role of Communications Division

To ensure consistent style, appearance and quality (not to reduce creativity or distinctiveness), events outreach materials (flyers, news release, paid advertising) should be consistent with the standards developed and disseminated by the Communication's Office (to be developed by the end of the 2003 calendar year).

Posting of City Events

- 1) All events hosted by the City of Sunnyvale should be posted on the City's external web site.
- 2) For planning purposes, tentative dates for upcoming events should also be posted (and noted as tentative dates) on Jasmine, the City's internal calendar.
- 3) Postings should include a brief description of the event as well as the contact information for the division responsible for the event.

Sample Events Outreach Plan

Event Description

- What is the event?
- What is the goal of the event?

Audience/Stakeholders

- Who is the target audience(s)?
- What are the ages, interests, needs etc. of the target audience(s)?
- Who are the stakeholders – community members who have a special interest in the event, such as event vendors, volunteers, etc.?
- Invite Councilmembers and/or Board and Commission members to the event?

Outreach Tools

- How will the community know about this event?
- Which community outreach tools will you use to reach your target audience?
Note: See *City of Sunnyvale Outreach Tools* (Attachment L) for possible options.
- What will the frequency and distribution be?
- How will non English speaking community members be reached?

Cost/Benefit Analysis

- Are outreach costs included in the approved program budget?
- How much will outreach cost?
- What will be the benefits?

Alignment

Are the community outreach tools you plan to use in alignment with City-wide communications guidelines?

Evaluation

- Were the goals of the event met?
- How can the event be improved?
- Was the outreach effective?



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ATTACHMENT L

City of Sunnyvale Outreach Tools

Recommended outreach tools that can be used in planning outreach for City-sponsored community meetings, City events, and City services:

Internal

- Posting on the City's internal calendar (Jasmine) for planning purposes
- Flyer distributed to City Council members
- Flyer sent to city answer points
- Email to Executive Leadership Team and/or all staff
- Article in Harbinger
- Presentations at staff meetings
- Bulletin board postings
- Flyer distributed to Board and Commission members
- Article in department newsletters
- Other?

External

No Cost (minimal staff time involved and no cost for outreach materials)

- News release
- For City meetings -- public notice with agenda via City Clerk's office (required if a majority of City Council attends)
- Announcement at Council meeting
- Announcement at appropriate Board or Commission meeting
- Posting on the external web site's Community Calendar as appropriate
- Banner on City's external web site
- Community calendar listing in local newspapers
- Article in the *Quarterly Report*
- KSUN Channel 18 slide
- Article in departments' external newsletters (example: Economic Development Newsletter)
- Cooperatively utilize brochures of other organizations, such as Neighborhood Watch publications developed by the Federal government. City contact information should be included with stamp or label).
- Email to neighborhood groups, community organizations, and interested residents
- Other?

Low Cost (Moderate staff time involved and cost of outreach materials is \$1 - \$25)

- Flyer distributed to Board and Commission members
- Information and/or flyer to Neighborhood Association, Homeowner Associations and other community based organizations. *Contact the City's Community Outreach Coordinator for access to these mailing lists (408) 730-7739.*

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ATTACHMENT L

- Information to schools, faith based organizations and other community organizations for inclusion in their newsletters.
- Other?

Potential for High Cost (Major staff time involved or cost of outreach materials is \$50+)

- Flyer to geographically appropriate residents
- Flyer to list of interested residents
- Flyer distributed to highly visible locations in the community:
 - Library (community information area)
 - Columbia Neighborhood Center front desk
 - Community Center
 - Senior Center
 - City Hall One-Stop Center
 - Sunnyvale Downtown Office
 - Chamber of Commerce
 - Other locations in the community that are frequented by the target audience
- Ad in the *Sunnyvale Sun* or *Mercury News*
- Videotaping the meeting and airing it on KSUN Channel 18
- Street banner (see City policy on street banners)
- Other?

Note: The Communications Office is always a resource in planning your publicity, and may have more ideas in addition to those listed above. Remember, contact them early at 730-7535.

Summary of Task Force Recommendations
City of Sunnyvale

#	Task Force Recommendations	Estimated Annual Fiscal Impact	Staff Recommended?
I.A	For all single-story major remodels (an addition of 50% square footage or greater), notice should be given to adjacent homeowners.	\$10,433.41 for I.A and I.B	No due to budget constraints
I.B	For all second-story additions, notice should be given to owners and single-family and duplex tenants up to three properties away (adjacent to adjacent to adjacent).	\$10,433.41 for I.A and I.B	No due to budget constraints
I.C	Any item that goes to public hearing, regardless of how it gets there, should be noticed to a minimum of adjacent properties.	\$172.80 to be absorbed in current budget	Yes
I.D	As detailed in <i>Public Noticing Evaluation Criteria for Private Development and Public Projects</i> (Attachment 3), CDD staff should evaluate criteria on a project-by-project basis to determine the appropriate level of noticing for private development.	Nominal	Yes
I.E	Develop a 2004 study issue to explore expanded noticing for development of buildings higher than 45 feet.	None	Yes
II.A	As detailed in <i>Public Noticing Evaluation Criteria for Private Development and Public Projects</i> (Attachment 3), DPW staff should evaluate criteria on a project-by-project basis to determine the appropriate level of noticing for public projects.	Nominal	Yes
II.B	For major roadway projects, staff should make reasonable efforts to notice <u>users</u> of affected roadways in addition to noticing nearby residents.	\$607.88 to be absorbed in current budget	Yes
III.A	When an RTC is posted on the City's website, attachments should be listed (and linked) at the beginning of the RTC.	Nominal	Yes
III.B	Attachments to RTCs should be in a form which is clearly legible. In the instance where a document cannot be cost-effectively formatted in an acceptable manner, it should not be included or linked to the RTC document.	Nominal	Yes
III.C	RTCs and other documents presented on the City's Internet Web site should be in a form which is clearly legible and of a standardized format. The Communications Officer shall work with Information Technology staff to establish appropriate standards for use Citywide by staff for documents scheduled for inclusion in the City's Web site.	Nominal	Yes
III.D	RTC titles should reflect the core issues of the RTC in a way that is meaningful to the public.	Nominal	Yes
IV.A	Special Council meetings should be "called out" on the home page of the City's web site to notify the public that a special meeting has been called.	Nominal	Yes
V.A	When planning a community outreach meeting on a particular City issue, City staff should consider developing a community outreach plan to ensure that community meetings are accessible to interested community members, publicized in a timely way, and within budgeted resources.	Nominal	Yes

Summary of Task Force Recommendations
City of Sunnyvale

#	Task Force Recommendations	Estimated Annual Fiscal Impact	Staff Recommended?
VI.A	The Community Participation Sub-Element should be updated within the next two years and it should include a discussion of multi-cultural/multilingual outreach and the utilization of modern technology including the Internet.	None	Yes
VI.B	The City should move forward with Council direction including implementation of a comment line, informal community survey, and community workshops. The Task Force recommends that these activities be completed within the next twelve months.	Already budgeted	Yes
VII.A	Post a comprehensive list of all of the City's special mailing lists on "Jasmine," the City's intranet website.	Nominal	Yes
VII.B	Explore the development of a consolidated database for all of the City's special mailing lists.	Nominal	Yes
VIII.A	City staff are encouraged to utilize service outreach plans as a tool to ensure that discretionary City services are accessible to all interested community members within budgeted resources.	Nominal	Yes
VIII.B	To ensure consistent style, appearance and quality (<u>not</u> to reduce creativity or distinctiveness), services outreach materials (flyers, news release, paid advertising) should be consistent with the standards developed and disseminated by the Communication's Office.	Nominal	Yes
VIII.C	Discretionary City services should be posted on the City's external website. Each posting should include a brief description of the service as well as the contact information (phone number and e-mail address).	Nominal	Yes
VIII.D	Informational brochures and handouts developed by outside organizations, and distributed by the City to the community about City services, should contain the contact information of the City division that is providing the service.	Nominal	Yes
IX.A	City staff are encouraged to utilize events outreach plans as a tool to adequately inform community members about City events within budgeted resources.	Nominal	Yes
IX.B	To ensure consistent style, appearance and quality (<u>not</u> to reduce creativity or distinctiveness), events outreach materials (flyers, news release, paid advertising) should be consistent with the standards developed and disseminated by the Communication's Office.	Nominal	Yes
IX.C	All City events should be posted on the City's external web site. For planning purposes, City events should also be posted as tentative dates on Jasmine. Each posting should include a brief description of the event, the contact information, including phone number and e-mail address, of the City division responsible for the event.	Nominal	Yes